

## A Strategy for Urban Design and Downtown Success

While multiple construction projects are building new “bricks and mortar” for Sunnyvale’s central business district, other efforts are underway to develop an urban design framework for the downtown that integrates existing and new businesses into a dynamic, appealing city center.

A series of meetings with downtown stakeholders are being held this fall with City officials and representatives of two consulting firms. Keyser Marston of San Francisco will use feedback obtained at the meetings, along with analysis of land economics, to develop a marketplace strategy and appropriate economic niche for downtown Sunnyvale. The goal is to leverage its strengths (such as strong anchor retailers) and take full advantage of downtown Sunnyvale’s unique opportunities.

ELS Architects of Berkeley is also using viewpoints gathered at these meetings as a basis for preparing an urban design framework that links all of the individual downtown projects into a unified downtown.

In the meantime, construction activity at several major projects in the downtown is at the mid-way point, although most projects are not scheduled for completion until 2002 or later. Briefly, here is what’s happening at each site:

- Town Center Mall/WAVE—The first new parking garage, behind JCPenney’s, will be open for the holiday season, adding 912 spaces to the downtown parking capacity. The new Target store expects a March 2002 opening in the old Montgomery Ward location.

- Mozart office plaza—Construction of the four-level underground parking garage is ahead of schedule and Mozart hopes to begin construction of the first of three office buildings shortly after the first of the year. Two major corporate tenants are already signed—Handspring and Broadcom.

- CalTrain multi-modal transportation facility—Construction is beginning on the multi-level parking garage that will serve commuters during the day and patrons of downtown businesses on evenings and weekends. A new transit station and other improvements will come later.

The City continues to provide free valet parking for downtown visitors during the busiest times in downtown: Monday through Thursday, 10 a.m. to 10 p.m., and Friday, 10 a.m. to 11 p.m.

The City has added a business directory to its website listing the goods and services available from downtown merchants. In addition, a program co-sponsored by the City and the Sunnyvale Chamber of Commerce is identifying what other short term and long term action steps may be needed to help retain existing downtown businesses. “For the most part, downtown businesses are holding their own, even though the economy has dipped and construction has changed customers’ habits and patterns,” said Karen Davis, manager of Economic Development for the City of Sunnyvale. “We are so proud of their spirit of cooperation and excitement about what we are building for the future in downtown Sunnyvale.”

## Economic Development Committee

The Economic Development Committee works toward furthering the prosperity of Sunnyvale Businesses by developing and implementing programs and services that adhere to the principles noted below. We meet the third Friday of every month and encourage all Chamber members to participate. If you are interested in learning more, please contact Jeff Lerner at 408-736-3000 or [jlerner@alphagraphics.com](mailto:jlerner@alphagraphics.com).

## Economic Development Committee's Objective and Strategies

Objective—The Economic Development Committee works to encourage economic success within the City of Sunnyvale and surrounding area by developing and implementing business retention and expansion programs in collaboration with public, private and other organizations through the following strategies:

- Act as a sounding board for economic development ideas generated by Sunnyvale businesses
- Actively gather feedback from Sunnyvale businesses about issues they may face and provide input and guidance to the Chamber's Board of Directors
- Collaborate with other organizations that have like minded objectives to harness all available resources for Sunnyvale's businesses, including: Sunnyvale Chamber of Commerce; various City of Sunnyvale Departments; other Chambers of Commerce; public officials; and regional organizations

In addition to the active development and implementation of a business retention program, the Economic Development Committee will effectively communicate its progress to all community stakeholders, such as: the Chamber's Board of Directors; Chamber member & non-member companies; the press; Sunnyvale's City Council; and the non-business community.

The Committee will, as circumstances change, alter and adapt its strategies appropriately.

## CalMAX (California Materials Exchange) offers free classified reuse ads for California Businesses

CalMAX ads can help your business or organization reduce disposal costs and find low-cost materials. Before throwing something away, check our CalMAX—your discard may be recyclable or reusable by someone else.

Also check the CalMAX listing for feedstocks, used equipment and supplies.

View or place ads online: [www.ciwmb.ca.gov/CalMAX](http://www.ciwmb.ca.gov/CalMAX) or call toll-free for a free catalog: 1-877-520-9703.

## Business Waste Reduction and Recycling Assistance

Would your company like assistance in identifying areas where your waste could be reduced and garbage costs cut? Would you like help optimizing an existing waste reduction program? We are available to visit your facility to conduct waste assessments, employee training or to help work out program details. We can provide cardboard desktop boxes for paper recycling (up to 200 per business) at no additional charge. Call 408-730-7484 for more information or to schedule an on-site meeting.

## Business License Renewal

In accordance with Section 5.04.100 of the Sunnyvale Municipal Code, all businesses in Sunnyvale shall have a current business license. Your Business License Renewal form will be mailed to you in November 2001. The completed forms and fees are due on or before January 1, 2002.

We have heard your recommendations and have included additional questions on our renewal form in order to update our records. This will ensure that the City is able to better communicate with the business community and with the correct personnel at your business. Please take the time to answer all questions, review current information, and make changes as needed. The completed renewal form can be mailed to: City of Sunnyvale, P.O. Box 3707, 456 West Olive Avenue, Sunnyvale CA 94088-3707.

## The Sunnyvale-Caltrain Multi Modal Parking Station Project

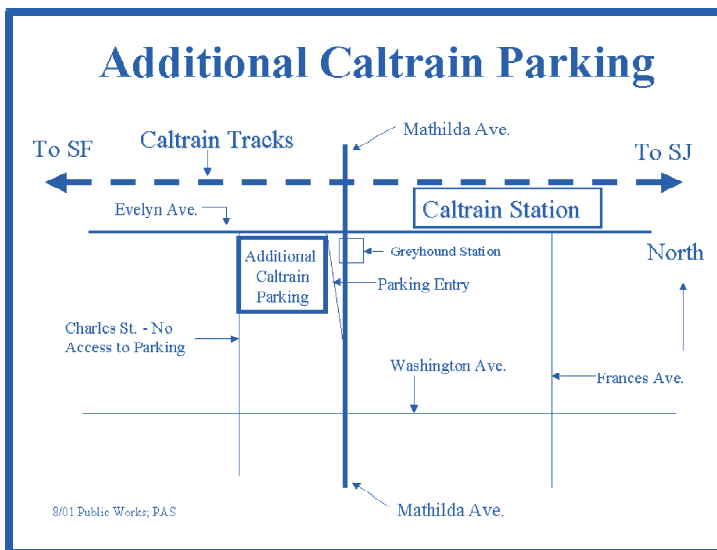
The City of Sunnyvale, Caltrain, and the Santa Clara Valley Transportation Authority have joined forces to expand and improve the Sunnyvale Caltrain station. The project is funded by these three agencies to provide a new 400-space parking structure, a new station facility, new bicycle and bus facilities, and improvements to the station grounds including passenger drop-off areas.

This project began on Tuesday, September 4 and is scheduled to be completed by the end of December 2002.

During the first phase of construction, many of the existing station spaces will be eliminated. To offset this temporary loss, additional free parking spaces will be available at a parking lot located less than one block from the station at the corner of Evelyn Avenue and the southbound access road to southbound Mathilda. There is no access to the lot from Charles Street. As soon as the parking structure is complete, it will be opened to Caltrain customers.

Information about the project will be available at the following locations:

- Caltrain website: [www.caltrain.com/](http://www.caltrain.com/)
- City of Sunnyvale website: [www.ci.sunnyvale.ca.us/downtown/](http://www.ci.sunnyvale.ca.us/downtown/)
- Caltrain monthly newsletter
- Caltrain station bulletin boards



## Upcoming Events

### Regional Business to Business Recycling Link meeting

October 23, 2001–9:30-11:00 a.m. (continental breakfast provided) at the Sunnyvale SMaRT Station, 301 Carl Road. Come participate in a roundtable discussion on commercial waste reduction and recycling programs and “hard to recycle” items. A tour of the Sunnyvale SMaRT Station is included. Please RSVP no later than October 19, 2001 by calling 408-730-7484 or e-mailing [jbenabente@ci.sunnyvale.ca.us](mailto:jbenabente@ci.sunnyvale.ca.us).

### Halloween Harvest Festival

October 27, 2001–Come celebrate with the City of Sunnyvale and the WAVE with a day of crafts and entertainment. Start the day off with a trip to the Sunnyvale Farmers' Market on Murphy Street and enjoy a pancake breakfast, and then come to the WAVE to show off your costume in the costume parade. For more information call 408-730-7350.

### Election Day

November 6, 2001

### Holiday Tree Lighting Activities in Downtown Sunnyvale

November 28, 2001 Sponsored by the Sunnyvale Downtown Assoc.

For more information call 408-736-4971.

### City Hall Closed in Observance of the following holidays :

Thanksgiving Holiday–November 23 & 24, 2001

Christmas Holiday–December 24 & 25, 2001

New Year's Holiday–December 31 & January 1, 2002





# Sunnyvale BUSINESS PAGE

*The Economic Development Newsletter for Sunnyvale Businesses*  
City of Sunnyvale  
P.O. Box 3707  
Sunnyvale, CA 94088-3707

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## Let Us Introduce Ourselves...

Mark Gregersen, Human Resources Dir.	408-730-7477
Robert Paternoster, Community Development Dir.	408-730-7450
Karen Davis, Economic Development Mgr.	408-730-7628
Brice McQueen, Redevelopment Mgr.	408-730-7284

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## City of Sunnyvale Main Phone Numbers

City Manager's Office	408-730-7480
Community Development	408-730-7444
NOVA/Employment Development	408-730-7232
Finance Department	408-730-7380
Human Resources	408-730-7490
Information Technology	408-730-7540
Library	408-730-7300
Parks and Recreation	408-730-7517
Public Safety	408-730-7100
Public Works	408-730-7415
Utilities	408-730-7681

City of Sunnyvale website: [www.ci.sunnyvale.ca.us](http://www.ci.sunnyvale.ca.us)

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To contact the Economic Development Division,  
call 408-730-7607 or e-mail us at  
[econdev@ci.sunnyvale.ca.us](mailto:econdev@ci.sunnyvale.ca.us)